

**1996 REGION EMPHASIS  
TEMPORARY SAVINGS DISPLAY PROGRAM**

**PROGRAM:** The program provides resources to the Sales Force to gain retail presence for DORAL in outlets with industry sales of 75 - 100 cartons per week. It could be utilized in accounts down to 50 cartons per week that you are covering with a T.R. or S.R.

Target stores starting at 100 CPW then down.

EVERY effort should be made to get DORAL exposure in these locations.

Displays could be utilized for MONARCH by exception only after we have 4 styles of DORAL introduced and displayed in the stores.

**ELEMENTS:** DORAL Semi Permanent Tower Counter 30 Pack Display - Item # 478622.

Special Point of Sale Material designed to appeal to retailers in this segment. Available mid February.

Funding to pay retailers \$15.00 per month. This payment can be bundled with Retailer Assist payment to increase our competitiveness with RDA's at this level.

Payment to be made via TPS at store level. Payment designation to be activated in Sales Force reporting devices in Mid February.

Promotional support provided by ceiling strategy and National Workplan /DPC programs.

Selling brochures to be distributed to Divisions mid Feb.

<b>Allocations:</b>	Syracuse	215	Displays
	Albany	215	Displays
	Buffalo	215	Displays
	Springfield	165	Displays
	Nashua	165	Displays

*RR Reynolds*  
Tobacco Company

315-682-3009

TO: K. L. Myers  
FROM: S. R. MacLeod  
DATE: 2-9-96  
RE: Per your Request

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IF YOU DO NOT RECEIVE ALL PAGES OF THIS FAX,  
PLEASE CONTACT (716)634-3143. THANK YOU

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## MESSAGE CONFIRMATION

DATE:02/09/96 TIME:11:04

ID:BFLO RJR

DATE	TIME	TX-TIME	DISTANT STATION ID	MODE	PAGES	RESULT
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